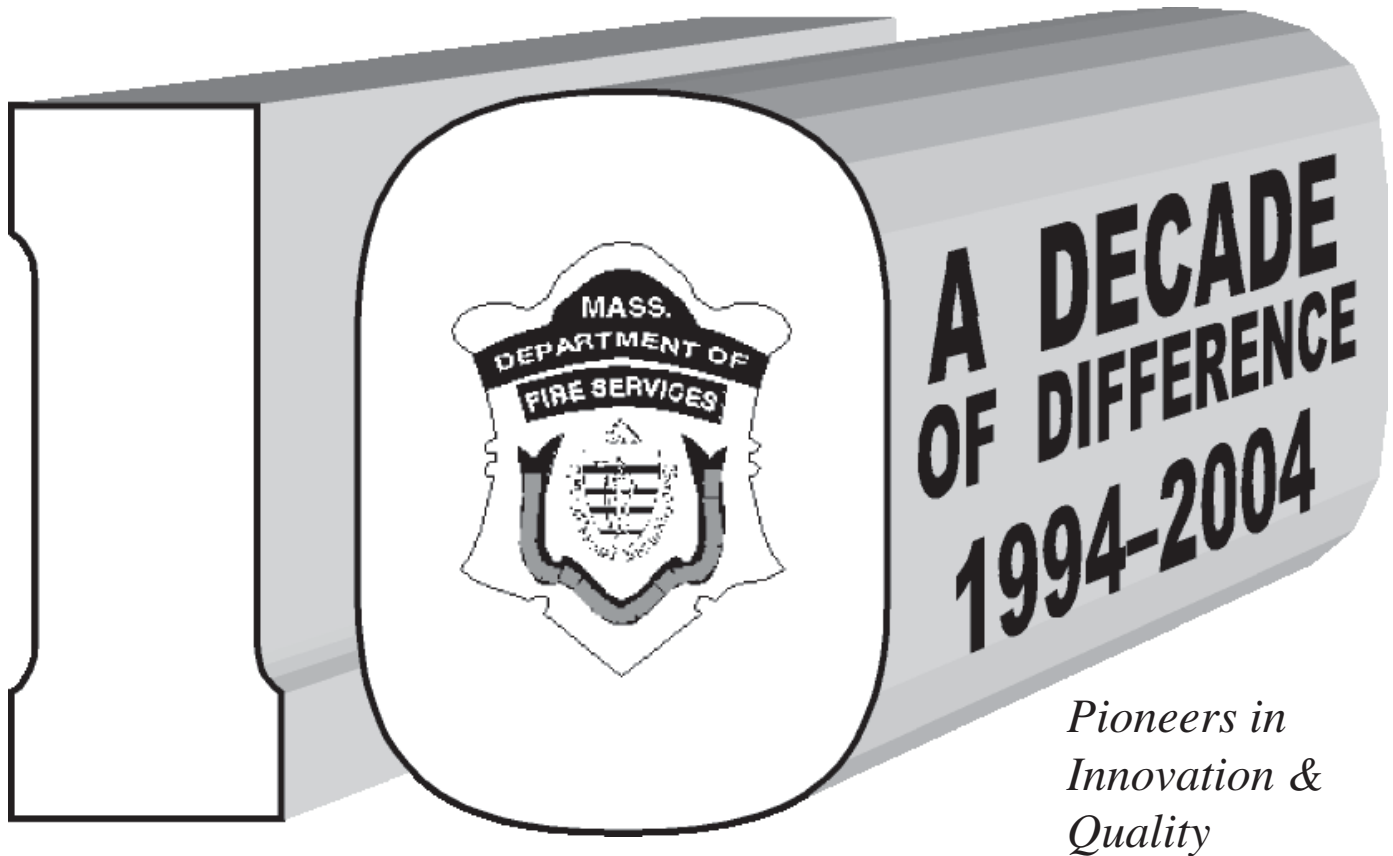


10th Annual
**Massachusetts Fire and
Life Safety Education Conference**



*Pioneers in
Innovation &
Quality*

CONFERENCE PROGRAM

September 27 and 28, 2004

Westford Regency Inn and Conference Center
Westford, Massachusetts

Department of Fire Services

Stephen D. Coan, State Fire Marshal

Planned by the Massachusetts Fire and Life Safety Education Task Force
www.mass.gov/dfs/pubedconf

*This conference has been approved for 13 OEMS credit hours: 7 hours Day 1 and 6 hours Day 2.
Teachers may apply for 13 hours of Dept. of Education PDPs with Conference Certificates.*

REGISTRATION FORM

REGISTRATION

DEADLINE: SEPTEMBER 8, 2004

Name for Certificate _____

Name for Nametag _____

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone (to contact you about this registration): _____

Name of Community Partner Registering with you _____

If a fire service member registers with a community partner (i.e. a teacher or elder service worker) or vice-versa, there is \$5 per day fee reduction.

Workshop Registration:

Please register for workshops by writing the number on the line for your first choice and then indicate your second choice in the event that workshop is already full (e.g. A1 or A2).

September 27

Block A 1st _____ 2nd _____

Block B 1st _____ 2nd _____

Block C 1st _____ 2nd _____

September 28

Block D 1st _____ 2nd _____

Block E 1st _____ 2nd _____

Block F 1st _____ 2nd _____

Dinner 6:30 PM - September 27 ☐ Yes ☐ No

Please register me for:

One Day	\$50	
Two Days	\$90	
Optional Evening Dinner - September 27	\$27	
Subtract \$5 per day if registering with a community partner	\$5 or \$10	
Special Chief Officers Track - Sept. 27	\$40	
Total Due \$		

Conference Registration Deadline is Sept. 8, 2004 and Hotel Reservation Deadline is September 10, 2004.

Cancellation Policy: 0-4 days prior to conference, no refund; 5-14 days prior to event, Refund less 25% administrative charge.

*Return completed form and check made payable **Mass. Firefighting Academy Trust Fund** to:*

Public Education Conference

Department of Fire Services

P.O. Box 1025, Stow, MA 01775

Call (978) 567-3380 or e-mail Jennifer.Mieth@state.ma.us for more information.

To arrange to bill the registrant's agency, give a purchase order # and have the agency's authorized person sign below.

P.O. # _____ Signature of Agency Head: _____

1994 — 2004

A Decade of Difference: *Pioneers in Innovation & Quality*

Workshops -

The *Massachusetts Public Fire & Life Safety Education Task Force* has tried to plan workshops for every experience level of life safety educator. There are core offerings for newcomers to the field; there are new workshops to challenge experienced educators to reach into uncharted territory or to deepen their knowledge, to think outside the box, to create new partnerships, and expand their skills as managers or instructors.

Special Workshops for Non-fire Service Colleagues

The non-fire service members of the Task Force have helped us offer workshops that are both challenging and of interest to other allied professionals.

2004 Fire & Life Safety Educator of the Year Award -

Nominations are being accepted for the *2004 Massachusetts Fire and Life Safety Educator of the Year Award* up until August 25, 2004. This award is designed to recognize people, individuals or teams, for their involvement and commitment to make our world safer from fire or other preventable injuries. Anyone from any field can be nominated or make a nomination. The award and citations will be presented after lunch on September 28, 2004.

New Chief Officers' Track on September 27, 2004

Because chiefs, chief officers and line officers are responsible as managers for creating a supportive climate and culture for public fire and life safety education, we have created a special part-day track for chief officers at a special registration rate. Why should chiefs allocate scarce resources for fire prevention in tough times? If public education is one of the tools you use to help your community manage its risk from fire, how is that vision articulated, understood and practiced at every level? How is *your* department perceived in the community? See Workshop Blocks A and B for details.

The Chief Officers' Track includes:

- ◆ the Chief Officers Roundtable where chiefs will share effective strategies for managing their community's fire risk;
- ◆ the keynote address by U.S. Fire Administrator David Paulison;
- ◆ an opportunity to practice delivering a fire prevention message during a 15-second television interview at an emergency scene.

REGISTRATION AND EXHIBITORS

8:30-9:00 A.M.

GENERAL SESSION

9:00-9:45 A.M.

Welcome

- ♦ Thomas P. Leonard, Deputy State Fire Marshal

Conference Goals

- ♦ Mass. Public Fire and Safety Education Task Force

Motivation

- ♦ Frederick D. Healey, President & CEO, Workers' Credit Union, & Survivor, MGM Grand Hotel Fire, Las Vegas

BREAK

9:45-10:00 A.M.

BLOCK A - 2 HRS.

10:15 A.M.-12:15 P.M.

A1 - Now I Know My ABC's: School Emergency Response and Crisis Management Planning

- ♦ John L. G. Bynoe, Associate Commissioner
Massachusetts Department of Education
- ♦ Chief Michael R. Cassidy, Holliston Fire Dept.

Security procedures and crisis management plans are required benchmarks for schools receiving federal Safe and Drug Free Schools and Communities Act funds under the *No Child Left Behind* Act of 2001. Multi-hazard planning for schools in collaboration with community partners was required under Section 363 of the General Laws of 2000. For many funding opportunities, LEAs (Local Educational Agencies) must have a memorandum of agreement demonstrating the commitment of the school district, public safety and mental health entities. Come learn how LEAs and AHJs (Authority Having Jurisdiction) can collaborate for the health and safety of both schools and responders. This workshop will present an all-hazards approach to preparedness, mitigation, response, and recovery efforts by the schools. Local,

state and federal resources to develop, implement and exercise plans in accordance with the National Response Plan (NRP) and the National Incident Management System (NIMS) will also be highlighted. Life safety educators from all disciplines need to understand the unique operational aspects of all stakeholders, so that together they can foster a safe learning environment that supports student achievement.

A2 - Brain-Based Learning or Head First into Learning

- ♦ Barbara Cerwonka, Teacher, North Attleboro Public Schools

We each learn in a different way, and good teaching recognizes that we must provide alternative methods of instruction to reach all students. You will learn how the brain works and how to address several different learning styles within a single classroom lesson to make all students successful.

A3 - The Learning Disabled and the Public Fire Educator or A Winning Team

- ♦ FF. Tom McGowan, Longmeadow Fire Dept.

This 2-hour workshop focuses on the learning disabled student in the school setting. This interactive session is designed to give the public fire educator the opportunity to experience several different learning disabilities. Segments of the *F.A.T. City* video will be utilized as a resource toward identifying and implementing teaching strategies for the learning disabled.

A4 - Lesson Plans or On the Road to Success

- ♦ Cynthia M. Ouellette, M.Ed., Weymouth Public Schools
- ♦ Capt. Rick Tustin, Winchester Fire Dept.
- ♦ Insp. Donald R. Parsons, Westford Fire Dept.

Participants will have hands-on instruction in preparing creative, effective lesson plans utilizing the *Massachusetts Public Fire & Safety Education Curriculum Planning Guidebook*.

**Special Chief Officer's Track
Chiefs AM -**

**Chief Officer's Roundtable or
Leading from the Top**

- ♦ Moderated by Chief Charlie Johnson, Mendon Fire Dept.
- ♦ Chief Kenneth F. Galligan, Brockton Fire Dept.
- ♦ Chief Richard J. Rochon, Westford Fire Dept.
- ♦ Chief William V. Dolan, North Andover Fire Dept.
- ♦ Chief Charles Chaconas, Chicopee Fire Dept.
- ♦ Christine Farrell, Mass. Dept. of Public Health (MDPH)
- ♦ David Fenton, Hampshire County Sheriffs Dept.

Participants will hear innovative strategies four chiefs have used to manage the fire and life safety risk in their communities. Chief Galligan will discuss training recruits and involving them in public education presentations; Chief Rochon will discuss his child passenger safety program; Chief Dolan will share his successful residential sprinkler strategies; Chief Chaconas will share the positive impact of the Citizens Fire Academy. Quick overviews will be given of programs you may wish to get involved in such as the MDPH Smoke Alarm and Fire Injury Prevention Program and TRIAD - a community policing initiative between seniors, law enforcement and service providers to increase safety through education and crime prevention.

LUNCH

12:15 – 1:00 P.M.

GENERAL SESSION

1:00-2:00 P.M.

Keynote Speaker

R. David Paulison,
U.S. Fire Administrator

**The U.S. Fire Administration:
Where We Are.
Where We Are Going.**

BLOCK B - 1 HR.

2:00-3:00 P.M.

**B1 - TRIAD and the Fire Service:
Helping Seniors Stay Safe**

- ♦ David Fenton, Hampshire County Sheriff's Office
- ♦ Capt. Gary Childs, Amherst Fire Dept.

TRIAD is a community policing initiative between seniors, law enforcement and service providers to increase safety through education and crime prevention. In Hampshire County, TRIAD has worked successfully with local fire departments to distribute smoke alarms and fire safety information to older adults. Come learn about the role the fire service has in TRIAD and how to partner with them to reach this high-risk population.

B2 - Helmet Safety or *Think First!*

- ♦ FF/EMT-P Kate Hansen, Chatham Fire & Rescue

This workshop will give you a true feel for how to deliver an age-appropriate lesson to 3rd graders about how the brain works, information on various helmets and how helmets are designed to protect the brain. The workshop will include a demonstration of what happens when a helmet is worn and then not worn in a crash. You'll enjoy revisiting the best parts of third grade.

B3 - Citizen's Fire Academy or *Connecting with the Community*

- ♦ FF/EMT Bonnie Lopez, Upton Fire Dept.
- ♦ Pvt. Susan McCombe, Ludlow Fire Dept.
- ♦ Pvt. Joe Crowley, Ludlow Fire Dept.

This workshop will demonstrate how to run a Citizens' Fire Academy and will discuss how it benefits relations with the public and builds pride within the department. The Upton and Ludlow Fire Departments have successfully run this program since learning about it from the Canton Fire Dept. at a past conference. Public support of the department has grown and is due in large part the public education programs.

B4 - Fundamental Fire Science or *Why Do Firefighters Chop Holes in the Roof?*

- ♦ Capt. James Gallagher, Hanover Fire Dept.

A presentation geared to non-firefighters that provides an understanding of basic concepts of fire and fire behavior, emphasizing knowledge critical to personal fire safety. If you've ever wondered why firefighters chop holes in the roof or why fire can't burn down, this workshop is for you.

Special Chief Officer's Track Chiefs PM- From Tragedy to Teachable Moment in 15-Seconds of TV or *Carpe Diem*

- ♦ Stanley Foreman, NewsCenter 5 veteran cameraperson

Chief officers will have an opportunity to practice giving a television interview at an emergency scene and learn to promote a public education message in a 15-second answer to a reporter's question.

Limit to 12 chief officers.

BREAK

3:00-3:15 P.M.

BLOCK C - 1HR.

3:15-4:15 P.M.

C1- Fire Safety House: Instruction and Evaluation Tool

- ♦ Lt. Kent Vinson, Douglas Fire Dept.

Participants will learn how to use the Fire Safety House and how it can be utilized to measure your effectiveness as an instructor, to evaluate the progress of your SAFE training, and how it can be used to reduce children's anxiety levels so they are able to react quickly and successfully in stressful situations.

C2 - Overview of Juvenile Fireset- ting & Successful Intervention or *How to Handle the Hot Potato*

- ♦ Capt. Barbara Stone, Hanover Fire Dept.
- ♦ Capt. Lawrence Gorman, Brockton Fire Dept.

This workshop will present an overview of the issue of juvenile firesetting and interventions. Topics to be covered include: what is juvenile firesetting? what does a firesetter look like? why and how kids use fire and what we know about how to successfully putting an end to this behavior. Join these experienced fire educators from the Plymouth County Juvenile Firesetting Intervention Program and learn more about their successful program and about the State-Wide Coalition for Juvenile Firesetter Programs.

C3 - Panel Discussion on Teens and Driving

- ♦ Moderated by Capt. Rick Tustin, Winchester Fire Dept.
- ♦ Amy Whitney, Mothers Against Drunk Driving (MADD)
- ♦ Brook Chipman, Governor's Highway Safety Bureau
- ♦ State Rep. Brad Hill (invited), 4th Essex District

In 2002 in the U.S., motor vehicle crashes were the leading cause of death for people 15-20 years old. This workshop will explore the problem, programs in place, what is being done legislatively, and what you can do.

C4 - Suicide Prevention for First Responders

- ♦ Dr. Ramya Sundararaman, Sr. Technical Assistance Coordinator, National Suicide Prevention Resource Center

In Massachusetts, suicides are three times as frequent as homicides. This workshop will help you learn how to deal with survivors when responding to the scene of a suicide. Participants will also learn about risk factors, to recognize warning signs, how to obtain and review data, and about available resources.

SOCIAL HOUR 4:30-6:30 P.M.

Continue those interesting conversations with new friends in a relaxed atmosphere.

Cash bar.

DINNER 6:30 P.M.

Reservations required.
Pick up tickets at registration desk.

In addition to having a tasty dinner together in a fun atmosphere, this will be the first meeting of the **Massachusetts Association of Safety and Fire Educators - MA SAFE** - a new non-profit association of fire and life safety educators. Come learn more about it.

REGISTRATION AND EXHIBITORS 8:30-9:00 A.M.

GENERAL SESSION 9:00-9:45 A.M.

Welcome

- ♦ Jennifer L. Mieth, Public Education Manager

Teaching Outside the Box: Effective Use of Humor in Communicating Fire and Life Safety Messages

- ♦ FF/EMT-P Kate Hansen, Chatham Fire & Rescue

Kate Hansen and her alter ego Cinder will demonstrate creative ways to effectively communicate fire and life safety messages.

BLOCK D - 1 HR. 9:45-10:45 A.M.

D1 - Pitch, Power, and Pace or *Putting the P's in Presentation*

- ♦ Chief Robert Milne, Berkley Fire Dept.

Does the idea of speaking before an audience, whether it is a group of kids or of adults, make you shake with fear? If so, then this workshop is for you. You will learn how to create, prepare for and give dynamic presentations to captivate your audience. This workshop will include the Do's and Don'ts of great presentations, discovering what your audience wants, and how to give it to them.

D2 - School Chemical Safety and Reduction or *Dangerous Elements*

- ♦ Lynn Rose, Pollution Control Specialist

Why shouldn't chemicals be stored alphabetically in the school lab? Why shouldn't cleaning supplies be kept in the same closet with the water heater? This workshop is designed for educators, firefighters, fire officers, teachers and school administrators. We will

learn to identify chemical hazards in schools, how the problem has evolved and explore new ideas on how we can work together to resolve the school chemical safety problem.

D3 - Fire Education Through Inspections or *Making a Lasting Impression!*

- ◆ Insp. Donald R. Parsons, Westford Fire Dept.

Education through inspection is designed to offer an educational approach to fire prevention inspections. The goal is to teach fire inspectors to use public education as a tool for effective code compliance. Most people don't know what you know about the reasons behind the regulations.

D4 - Fire Safety for Young Adults

- ◆ Insp. Michael Swain, University of Mass., Amherst

This program will offer different approaches for dealing with young adults in a residential school environment. Actual training programs and materials will be showcased. Fire prevention officers and school administrators will benefit from attending this program. You will leave with knowledge of how these programs were developed, how to use them and where to get more information. Many of these resources adapt well for high school students.

BREAK 10:45-11:00 A.M.

BLOCK E - 1 HR. 11:00 A.M. -12:00 NOON

E1 - Preparing for Learning or *The Essential Ingredient*

- ◆ FF Tom McGowan, Longmeadow Fire Dept.

Perhaps the least understood area of lesson planning is the preparation step. This session is designed to show the public fire educator the concepts surround-

ing preparing the student for learning. Getting students thinking about what they already know about the topic allows them to build a foundation for new information. Areas of discussion include the learning experience, abilities, capabilities, motivation, and meta-cognition. Public Fire Educators: don't be put off by the technical teaching terms – you will learn how to make your more lessons engaging and effective.

E2 - Integrating EMS and Injury Prevention: Projects at the Community Level

- ◆ Moderated by Janet Berkenfield, MA Dept. of Public Health (MDPH)

A number of fire/EMS services have received injury prevention grants from MDPH. They will discuss their projects: successes, challenges and implications for the future. The moderator will briefly discuss the program and how other services might apply for future funding. Fire/EMS services interested in applying for small grants to do community injury prevention should attend this workshop.

E3 - Smoke Alarms and Carbon Monoxide Detectors for the Lay Person or *The Smell of Success*

- ◆ Bob Hill, Beacon Fire Alarms
- ◆ Capt. Barbara Stone, Hanover Fire Dept.

This workshop is directed at those attendees who are not firefighters. Presented by an experienced fire educator and a fire alarm professional, this interactive session will teach how these detectors work, where they should be installed, how you should maintain them, and how to react when these fire and life safety devices are activated.

E4 - Coconut Grove and Our Lady of Angels Fires or *Lessons Learned*

- ◆ Lt. Paul Delaney, Wellesley Fire Dept.

This workshop presents an overview of the tragic

Coconut Grove fire in Boston and the Our Lady of Angels school fire in Chicago. Each tragedy became a catalyst for building and fire code reform and set the stage for our current life safety codes. This presentation is intended for educators who want to “hook” the middle or high school student.

LUNCH 12:00 NOON–1:00 P.M.

GENERAL SESSION 1:00-2:00 P.M.

**Remarks by Stephen D. Coan,
State Fire Marshal**

**Presentation of the
2004 Fire and Life Safety Educator of the
Year Award**

BREAK 2:00-2:15 P.M.

BLOCK F 2:15-3:15 P.M.

**F1- Inhalant Abuse/Substance
Abuse: From Ping-Pong Balls
To Fertilizer**

- ♦ Earl Siegel, Pharm.D.

This who, what, where, when and why overview of inhalant abuse will focus on changing patterns of use and types of substances. There exists an urgent need to address this tragic, growing epidemic.

F2- Managing Flammable Decorations in Schools or *Getting to Yes*

- ♦ Capt. Barbara Stone, Hanover Fire Dept.
- ♦ Eric and Eva Mitchell, Four Point Oh

This workshop is designed for anyone who works in

or spends time in schools. Are you confused about the “new” paper regulations? Presented by an experience fire educator and a company that specializes in providing materials that comply with the code, this hands-on session will give you the answers to the following questions.... What is 527 CMR 10 and how does it affect me? And how do we meet the requirements of this regulation without sterilizing our schools?

F3 - The Idea Exchange

- ♦ Moderated by Paul D. Whitney, Dept. of Fire Services
- ♦ FF Phil Jordan Sr, Fitchburg Fire Dept.
- ♦ FF/EMT Bonnie Lopez, Upton Fire Dept.
- ♦ Representative, Beverly Fire Dept.

Looking for some good program ideas? Come hear about Fitchburg's *Green Eggs and Spam* spoof, Upton's *Summer Junior Fire Academy*, and Beverly's *Tiny Tots Family Fire Safety* and *Safety Village Fire Prevention Programs*.

**F4 - Electrical Safety or
*Sparking an Interest***

- ♦ Tom Whittier, Unitil/Fitchburg Gas and Electric, Ret. Firefighter

Participants will get a brief overview of how electricity works. Educators will discover how easy it is to build props that demonstrate how electricity works. Learn the basic fundamentals of electric safety and how to deliver them to children.

LODGING

WESTFORD REGENCY INN AND CONFERENCE CENTER

The Westford Regency room rate for conference attendees is \$115. When you call for your reservation, ask for the Massachusetts Dept. of Fire Services room block. Make your reservations by September 10, 2004. The number of rooms credited to the conference affects the overall cost.

Westford Regency Inn and Conference Center

219 Littleton Road

Westford, MA 01886

(978) 692-8200

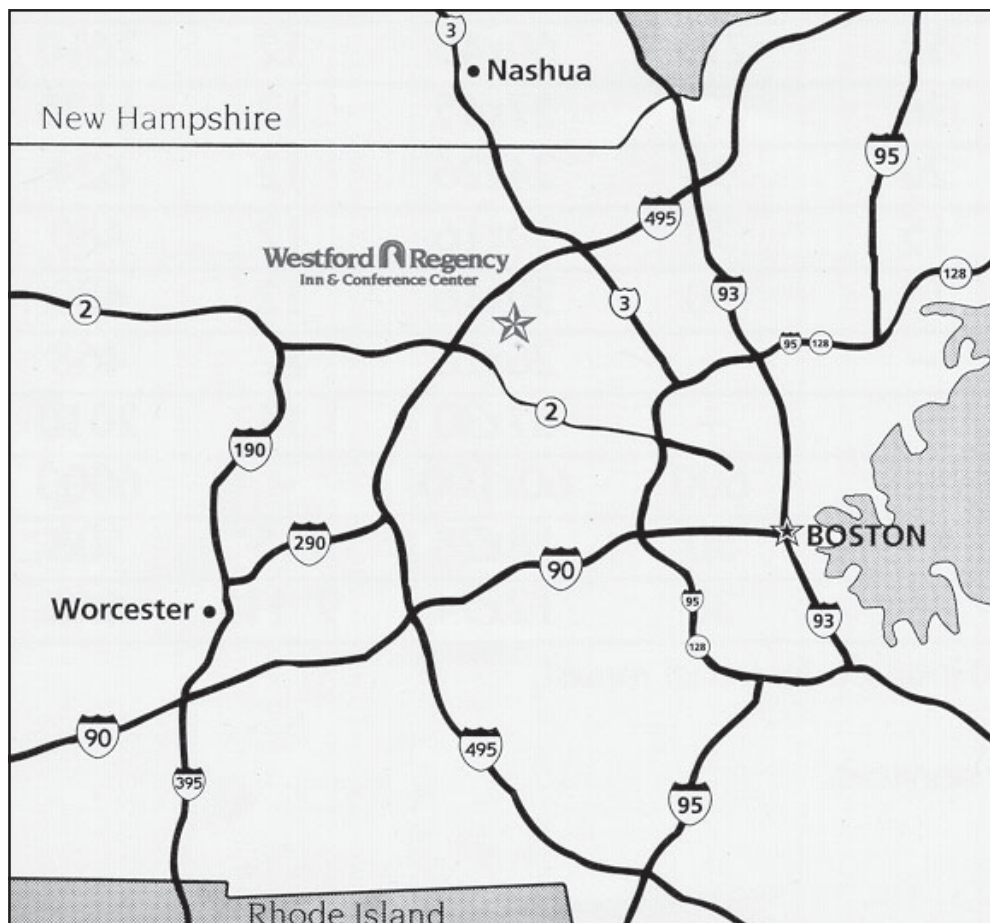
Reservations: (800) 543-7801 by September 10, 2004

DIRECTIONS:

Traveling north on Route 495, take Exit 32 and turn right at the end of the ramp.

Traveling south on Route 495, take Exit 32 and turn left at the end of the exit ramp.

Proceed 1/4 mile to the first intersection and turn right onto Route 110 west. The Westford Regency is 1/2 mile on your right.



KEYNOTE SPEAKER

R. David Paulison

U.S. Fire Administrator

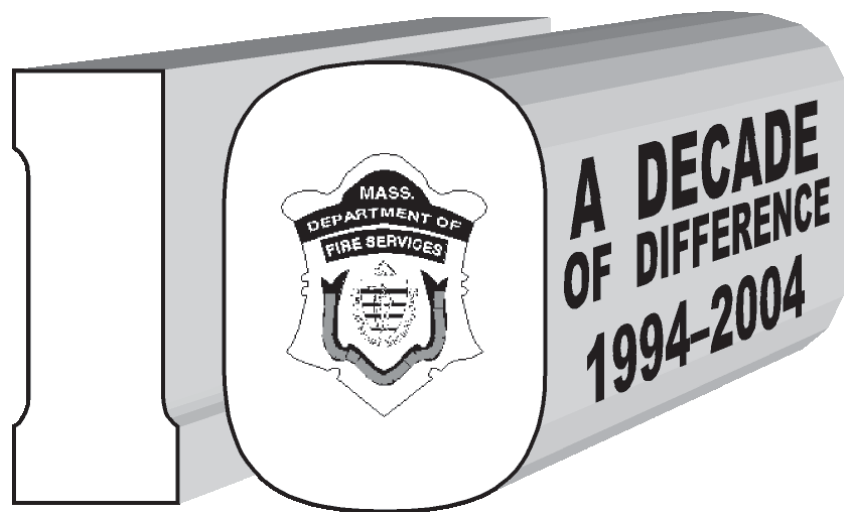


R. David Paulison of Miami was appointed U.S. Fire Administrator in December 2001. As U.S. Fire Administrator, Mr. Paulison heads the U.S. Fire Administration, part of the Federal Emergency Management Agency (FEMA), and supports state and local fire service programs as well as implementing FEMA Director Joe M. Allbaugh's initiatives for emergency readiness, firefighter training and equipment. The mission of the U.S. Fire Administration is to reduce life and economic losses due to fire and related emergencies through public education, training, technology and data research initiatives in coordination with other federal agencies and in partnership with fire protection and emergency service communities.

Before accepting this post, Paulison, who has 30 years of fire rescue services experience, had been chief of the Miami-Dade Fire Rescue Department since 1992. In that position, he oversaw 1,900 personnel with a \$200 million operating budget and a \$70 million capital budget. He also oversaw the county's emergency management office.

He began his career as a rescue firefighter and rose through the ranks to rescue lieutenant, battalion commander, district chief of operations, division chief, assistant chief and then deputy director for administration before becoming chief. His emergency management experience includes Hurricane Andrew and the crash of ValuJet Flight 592.

A native of Miami, Fla., Paulison earned a bachelor of arts from Florida Atlantic University and completed the Program for Senior Executives in State and Local Government at Harvard University's John F. Kennedy School of Government. He received the LeRoy Collins Distinguished Alumni Award and was inducted into the Miami-Dade Community College Hall of Fame. Paulison was selected as fire chief of the year by Florida in 1993 and holds positions in several professional associations. He is a certified paramedic and as fire chief, oversaw the Miami-Dade Urban Search and Rescue Task Force. He is also past president of the International Association of Fire Chiefs.



WHO SHOULD ATTEND?

- Teachers
- Health Education Coordinators & Teachers
- Nurses
- Firefighters
- Emergency Medical Technicians
- School Administrators & Safety Officers
- Mental Health Professionals
- Injury Prevention Professionals
- Elder Service Workers

Please share this brochure with other people in your agency and professional circle.

Available at www.mass.gov/dfs/pubedconf.